United States Environmental Protection Agency
Washington, DC 20460

Work Assignment

Work Assignment Number: B-09

[X] Original [ ] Amendment Number:

Contract Number	Contract Period	Title of Work Assignment
EP-C-08-010	12/16/08 - 11/30/09 Base Period	Technology Utilization Transfer - Use of Inducement Prizes to Encourage Environmental Technology Development and Deployment

Contractor	Specify Section and Paragraph of Contract SOW
Scientific Consulting Group, Inc.	Task 2.2

Purpose: [X] Work Assignment Initiation [ ] Work Assignment Close-Out [ ] Work Assignment Amendment [ ] Incremental Funding [ ] Work Plan Approval

Periods of Performance: From: Issuance To: 11/30/09

Comments

[ ] Superfund **Accounting and Appropri//ations Data** [X] Non-Superfund

	DC (Max 6)	Budget /FYs	Appropriation Code (Max 6)	Budget Org/Code	Program Element	Object Class	Amount (Dollars) (Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1									
2									
3									
4									
5									

Authorized Work Assignment Ceiling

Contract Period: 12/16/08 - 11/30/09	Cost/Fee	LOE
Previously Approved		
This Action		340
Total		340

Work Plan / Cost Estimate Approvals

Contractor WP Dated :	Cost/Fee:	LOE:
Cumulative Approved:	Cost/Fee:	LOE:

Work Assignment Manager Name Robin R Clarke (Signature) 8/25/09 (Date)	Branch/Mail CodeORD/8105R Phone Number (202)564-2179 Fax Number (202)564-2070
Project Officer's Name Verla Sutton-Busby 9/10/09 Verla Sutton-Busby (Signature) (Date)	Branch/Mail Code: ORD/ISS/8102R Phone Number (202) 564-6808 Fax Number (202) 565-2910
Other Agency Official Name Gary Foley Gary J Foley 8/31/09 (Signature) (Date)	Branch/Mail Code : 8105R Phone Number 919-541-0711 FAX Number
Contracting Official Name Renita Tyus Renita Tyus 9/17/09 (Signature) (Date)	Branch/Mail Code CPOD Phone Number (513) 487-2094 Fax Number (513) 487-2109
Contractor Acknowledgment of Receipt and Approval of Workplan *(Signature and Title)*	Date

PERFORMANCE WORK STATEMENT
Contract Number EP-C-08-010
Scientific Consulting Group
Work Assignment Number: B-09

Title:	Technology Utilization Transfer - Use of Inducement Prizes to Encourage Environmental Technology Development and Deployment
Scope of Work Reference:	Task: 2.2
Period of Performance:	Date of Issuance through November 30, 2009
Estimated Level of Effort:	340 Hours
Work Assignment COR:	Robin Clarke Office of Science Advisor U.S. EPA (8105-R) Office of the Science Advisor 1200 Pennsylvania Avenue, N.W. Washington, D.C. 20460 Telephone: (202) 564-6493 Fax: (202) 565-2910
Alternate Work Assignment COR:	Neil Stiber Office of Science Advisor U.S. EPA (8105-R) Office of the Science Advisor 1200 Pennsylvania Avenue, N.W. Washington, D.C. 20460 Telephone: (202) 564-1573 Fax: (202) 565-2910
Project Officer:	Verla Sutton-Busby U.S. EPA (8102R) Office of Research and Development 1200 Pennsylvania Avenue, N.W. Washington, D.C. 20460 Telephone: (202) 564-6808 Fax: (202) 565-2910

1. Background

Inducement prizes have a long history of being used to encourage technological innovation in a highly efficient manner. To date EPA has had limited participation in inducement prizes such as the Super Efficient Refrigerator Program (Golden Carrot) and the Progressive Auto Prize. Numerous reports and papers suggest that EPA could make better use of inducement prizes for the development and deployment of environmental technologies. This task is for the contractor to conduct a concise review of inducement prizes used to spur technological innovation and provide a list of potential prize opportunities that EPA could utilize. The product is expected to be a report for internal EPA use. The report should be useful in introducing EPA managers to the concept of inducement prizes as well as offer specific examples of how they could be used (e.g., a competition to develop a cost-effective monitoring technology or pollution control technology) for the benefit of programs and regions.

To perform this work, the contractor must have staff with a very high level of scientific and technical knowledge, business and financing background, and understanding of fields related to environmental technology, as well as knowledge of EPA responsibilities. The staff's knowledge and skills should span the full length of the Technology Development Continuum (available at www.epa.gov/etop) that was developed by the NACEPT Subcommittee on Environmental Technology–i.e., from the initial concepts through the development and deployment and finally utilization by end-users of the technologies to produce environmental results that will solve important environmental problems.

2. Purpose

This performance work statement will help EPA to determine how inducement prizes can be useful to spur technological innovation and identify specific prize opportunities.

The product is expected to:

- Identify EPA's inducement prize-related activities to date (as best as possible for the given effort).
- Provide a brief overview of current inducement prize activities in other federal agencies (e.g., DOT renewable jet fuel, DOE L-Prize, NASA Centennial Challenge Prizes) and comparable State, private sector and NGO prizes.
- Provide a brief overview of EPA prize programs.
- Provide a brief overview of relevant literature and reports (e.g., NAS 1999, NACEPT Outlook, Brookings Institution, etc.).
- Identify and describe a set of criteria that should be considered to identify and select successful inducement prizes.
- Identify specific environmental technology-related prize opportunities consistent with EPA's priorities that could be pursued by EPA. At least two prize opportunities should be identified for each media/program and the criteria used to identify them should be identified. Prizes with lower purse sizes but relatively high impact are optimal.
- Identify specific issues that must be addressed in developing inducement prize competitions (e.g., purse size and/or other forms of recognition, verification of performance, ability to garner interest

among competitors, market potential for winning products).
- List cited references

3. Tasks

In the work plan, the contractor shall identify qualified staff to perform the tasks provided in the work assignment. Staff must be qualified in the subject matter and must be qualified to gather and analyze technical and programmatic information.

Staff must have extensive experience with and expert knowledge about
a) the commercialization and utilization of innovative environmental technologies and
b) knowledgeable about EPA's programs and statutes.

The contractor shall:

- Interview appropriate EPA or other Agency contacts about their experience with prize programs;

- Alert the EPA WA COR when it is necessary for the contractor to contact other EPA staff to collect information needed to complete this task;

- Generate a report meeting the objectives stated under "Purpose" above; and

- Consider the following, and additional resources as necessary to complete this task.

Resources:
1. Prizes for Technological Innovation, The Hamilton Project, Brookings Institution, Thomas Kalil (http://www.brookings.edu/~/media/Files/rc/papers/2006/12healthcare_kalil/200612kalil.pdf)
2. "Concerning Federally Sponsored Inducement Prizes in Engineering and Science" National Academy of Engineering April 30, 1999 (http://www.nap.edu/catalog.php?record_id=9724)
3. Super Efficient Refrigerator Profile, The Results Center (http://www.ecomotion.us/results/pdfs/106.pdf)
4. Bright Tomorrow Lighting Competition (L Prize), DOE, May 28, 2008 (http://www.lightingprize.org/pdfs/LPrize-Revision1.pdf)
5. Technology Prizes for Climate Change Mitigation, Richard Newell and Nathan Wilson, Resources for the Future, June 2005 (http://www.rff.org/documents/RFF-DP-05-33.pdf)
6. Remarks for the Honorable Mary Peters Secretary of Transportation, July 10, 2008 (http://www.dot.gov/affairs/peters071008.htm)
7. EPA-Venture Capital Summit Summary (http://www.epa.gov/ncer/venturecapital/venturecapitalsummit_finaldpv_7_1_09.pdf)

(http://www.epa.gov/ocem/nacept/reports/pdf/2009_0316_nacept_letter_and_outlook_report.pdf)

4. Deliverables

Work plan due within 15 calendar days of receipt of the work assignment.

Upon issuance of the work assignment the contractor shall consult with the Work Assignment COR, in order to discuss work assignment issues, direction, and progress.

A draft report should be delivered by November 1, 2009; EPA will provide comments to the contractor for inclusion in the report.

A final report, in electronic format (Word), should be provided by November 30, 2009.

5. ACCEPTANCE CRITERIA

Final products shall be produced by the Contractor upon the EPA WA COR's approval through written technical direction. The Contractor shall provide all materials written as part of these tasks to the EPA WA COR, as per the work assignment, in electronic format. Electronic versions shall be compatible with current ORD computer systems (Word and Excel) and software.

6. MANAGEMENT CONTROLS:

Periodic meetings between the EPA and contractor work assignment managers are encouraged to discuss any questions that may arise during performance or completion of this work assignment. At the EPA WA COR's discretion, these meetings may occur via teleconference or video conferences. The contractor shall document these meetings and submit copies of this correspondence to the EPA WA COR.

The EPA WA COR may identify one or more EPA technical representatives for this work assignment. Interaction between the contractor and any EPA technical representative(s) designated by the EPA WA COR is solely for the purpose of presenting and discussing the information, analyses, results, or presentations related to this work assignment. The interaction will be technical communication vice technical direction. Per the technical direction clause EPAAR 1552.237-71 of the contract, the EPA PO COR and the EPA WA COR or alternate EPA WA COR are the only representatives of the CO authorized to provide technical direction. Per the technical direction clause, the CO and PO will be provided with copies of all technical direction.